

WORKSHOP INITIATIVE



Budget 101: Targeting Financial Stability / Financial Planning and Investing

When it comes to building a solid financial future, starting early is key. In this workshop, students will learn tricks and tips that will serve them through their personal life and help them reach financial stability.

Creating and Launching a New Business / Entrepreneurship and Innovation

Do you have what it takes to start a business? With the guidance of our facilitators, students will prepare to deliver the “perfect pitch.” Who knows? They could be the next guests on *Dragon’s Den*.

Understanding Big Data

Many businesses are drowning in data, but do not have the necessary expertise to leverage all that information. In this workshop, students will learn more about a highly sought-after profession in the workplace: business data analyst.

The Toolbox of a Good Leader / Leadership and Communications

What are the personality traits of a good leader? Is there a link between Elon Musk, Bill Gates and Oprah Winfrey? In this workshop, students will have fun finding out the role they could play in a company.

International Business Management

This workshop will give students a global portrait of management and explore the specific reality of businesses operating in developing countries compared to those based in industrialized countries.

Find Your Logo! / Brand Building

An image is worth a thousand words! This workshop explores the business world through the visual identity of various businesses. Students will learn more about marketing and study in detail concrete examples of corporate image.

Marketing on Facebook: at What Price? / Digital Marketing

In this workshop, students will interact together and with our facilitators to find innovative marketing strategies addressing the needs of connected consumers.

It’s My – Social – Responsibility / Ethics and Social Responsibility

What defines a smart consumer? What do Tim Hortons, Burger King and Starbucks have in common? In this workshop, students will delve into the area of social engagement looking at various national and multinational companies.

Make “Money” while Learning About Accounting

In this fun, interactive workshop, students will earn “money” while solving key issues in accounting.

Offered free of charge during the school year (October – May)

Workshops are approximately
75 minutes.

Information :

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CONNECTS YOU TO WHAT MATTERS